

C. E. O.

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Treatment/Summary (WGAw Registered)

Show Type: Episodic, Reality-Based Series

Synopsis:

In this thrilling new program, contestants are placed in a corporate environment and forced to compete for promotions, perks, and ultimately the top spot on the corporate ladder: **CEO**. The winner of the game will win valuable prizes that will simulate the lifestyle of a real life **CEO** such as use of a luxury penthouse for one year, a salary of a half-million dollars and use of a luxury car for one year.

Background:

In this era of a big business, there are few real-life environments more compelling than the corporate workplace. Regardless of our current jobs, at some point or another all of us have dreamed about what it would be like to be the one in charge. **CEO** gives the audience and opportunity to watch contestants from all walks of life strive for success in a dynamic corporate environment. Just like a real-life workplace, contestants will be faced with a wide variety of business challenges and given numerous opportunities to excel. To make things even more exciting and unpredictable, luck will also play a part.

Contestants will be rewarded for outstanding performance and penalized for substandard performance and mistakes. As contestants advance up the corporate ladder their living accommodations will be upgraded, they will be given more responsibility, more authority, and will receive more benefits. On the other hand, contestants who do not do so well, will be demoted, their living accommodations will be downgraded, they will receive less responsibility, less authority, and fewer benefits.

Contestants will be evaluated by a mock **“Board of Directors”** in regularly scheduled board meetings. These board meetings will give contestants the opportunity to present and defend their ideas and recommendations. The **“Board of Directors”** will then rank each contestant and the total score will be tallied to determine who moves up and who moves down in the corporate structure. The **“Board of Directors”** can be comprised of real-life business leaders and college professors. It can also contain “real people” from all walks of life. The **“Board of Directors”** will, collectively, have the final say in all scoring and disputes and will resolve any and all ties.

The Show:

CEO will be filmed on location in a specially constructed corporate workspace and adjacent living space. The show will be taped on consecutive days throughout the course of the competition. The competition should be completed within 30-45 days and aired in 13 episodes. The show can either be aired after the completion of the game, or a mix of taped footage and live shows will allow audience participation via the internet and/or telephone call ins.

The Challenges:

Contestants will be tested with situations and forced to make decisions of increasing difficulty. Below is a list of some sample challenges that might be included in the competition.

1. Human Resources - Contestants will be required to screen, hire and discipline employees. Actors will be utilized and given specific instructions. Each contestant will, individually screen several applicants for a position, conduct job interviews, and make a final recommendation to the ***“Board of Directors”***. In the case of discipline, the contestants will be confronted with a problem employee, and will be forced to make a recommendation to the ***“Board of Directors”*** regarding that employee.
2. Fiscal Management - contestants will be required to review proposed budgets and make purchasing recommendations to the ***“Board of Directors”***.
3. Problem Solving - contestants will be given studies, reports and other documents concerning specific obstacles facing the company and will be required to make appropriate recommendations to the ***“Board of Directors”***.
4. Public Relations - contestants will be briefed on crisis situations and asked to recommend public relations strategies to the ***“Board of Directors”***. They may also be forced to give the surprise interviews to the press.
5. Marketing - contestants will be given information on previous advertising strategies, current advertising proposals, and related information and asked to make a presentation to the ***“Board of Directors”*** on corporate marketing strategy.
6. Management - as contestants advance up the corporate ladder, they will also be evaluated by their ability to manage subordinates. These subjective evaluations will be made by the ***“Board of Directors”*** for additional points.

The Perks:

At the conclusion of each show, or twice during each show, the leading scorer will be granted certain perks and benefits as a reward. Contestants may also be given a choice between two perks or benefits. Below is a list of possible perks:

1. Upgraded living quarters - at the beginning of the show, all contestants will be housed in identical living quarters. These living quarters will simulate an average hotel room or small studio apartment. As contestants advance, they may be offered a choice to upgrade to more spacious and luxurious living quarters. These upgrades may also include comforts such as better food and more food choices.
2. Increased office budget - contestants may be given the opportunity to upgrade their office supplies, and/or equipment. This will translate into being able to work more quickly and efficiently and may become an advantage in the competition.
3. Special bonuses - contestants may be offered bonuses such as parties, gourmet meals, vacation time and cash.
4. Access to board members - contestants may be offered the opportunity to spend up to several hours in the company of a board member of their choice. During this time, the contestant will be able to ask questions and seeking guidance from a board member. The board member may be authorized to divulge certain scoring information and the general feedback from the board.
5. Access to information - as contestants advance up the corporate ladder, they will also be given additional information. This additional information will actually serve as a double-edged sword. While the additional information will be valuable in improving their game performance, it will also increase the contestants workload as they will now have much more information to read and digest.

The Penalties:

The lowest scoring contestants will not be eliminated from competition. Instead, they will move down the corporate ladder. Just as moves up the corporate ladder are rewarded, moves down the corporate ladder will be penalized. The following is a list of possible penalties:

1. Downgraded living quarters - as contestants move down the corporate ladder it will move from their hotel room or studio apartment into dormitory style accommodations. Further downward moves will result in even less luxurious accommodations and amenities.
2. Decreased office budget - fewer supplies and less equipment are designed to get the contestant working harder.
3. Menial tasks - while the top contestants are enjoying special bonuses, the bottom contestants will be required to perform menial tasks such as typing and cleaning.

The Dynamics:

Just like real-life, **CEO** will allow a full range of workplace dynamics. Contestants will be required to pay close attention to interpersonal relationships, leadership, and teamwork. Contestants may share tasks and responsibilities and form alliances at any time during the competition. In the advanced stages of the game, the contestants will be divided into two teams. The top two contestants will each lead a team. While the individual winner will win the ultimate prize, the winning contestant's team will also be rewarded.

These dynamics will set the stage for some very exciting and at times emotional exchanges between the contestants. It will also emphasize the importance of strategy, leadership, and interpersonal relationships. All of these factors will increase the appeal of the game for the audience and the stakes for the contestants.

The Wildcards:

At random intervals throughout the competition, some sort of “luck” element will be introduced to all contestants. The “luck” elements might be playing cards, wheels of fortune or some other random device. The “luck” elements may contain surprise perks or penalties to be enjoyed or endured by that contestant. These “luck” elements will be similar the “Community Chest” and “Chance” cards in the Game “Monopoly.”

In addition to these public wildcards, there will be random wildcards that will be a surprise to the contestants. Below is a list of these possible wildcards:

1. Eavesdropping - contestants selected at random, will be given the opportunity to eavesdrop on another contestants of their choosing. The target contestants will not know that they are being monitored by another contestant. Only the audience and the eavesdropping contestant will know.
2. Random acts - just like real-life, computers get viruses. Computers crash. Someone in the company discovers an uncle in a position of power. Random phone calls reveal critical information. Random phone calls reveal false and misleading information. Any one of these or a variety of other "random acts" may visit a contestant at any time.
3. Status Quo – Sometimes, in the game, as in life, nothing changes. A “Status Quo” wildcard changes nothing.

The Prizes:

The following is a list of possible prizes for the winner. They might be awarded individually, collectively, or in combination:

1. Use of a luxury penthouse (or home) for a year.
2. Use of a luxury car for a year.
3. Use of a limousine for a year.
4. A **CEO's** salary (\$250,000 -\$1 million).
5. Use of a private jet (Selected trip).

Members of the winning team might win prizes such as the following:

1. Computer systems.
2. Home electronics.
3. The vacation packages.
4. Cash.